

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Media Strategies & Research
11350 Random Hillis Rd
Suite 670
Fairfax, VA 22030

Contract / Revision 565467 /		Alt Order #
Product Kaine for Senate 2012		
Contract Dates 10/08/12 - 10/14/12	Estimate #	
Advertiser Kaine/D/Senate		Original Date / Revision 09/21/12 / 09/21/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Local WTKR House	Sales Office Norfolk
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	3	10/08/12	10/14/12	NewsChannel 3 News	5-6am		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$165.00			
2	3	10/08/12	10/14/12	Newschannel 3 News	6-7am		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$220.00			
3	3	10/08/12	10/14/12	CBS This Morning	7-9a		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$140.00			
4	3	10/08/12	10/14/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
5	3	10/08/12	10/14/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$210.00			
6	3	10/08/12	10/14/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$210.00			
7	3	10/08/12	10/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-TF--				4	\$140.00			
8	3	10/08/12	10/14/12	NewsCh3 3 News First @ 4p	358-5pm		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$165.00			
9	3	10/08/12	10/14/12	Newschannel 3 News	5-530pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$400.00			
10	3	10/08/12	10/14/12	Newschannel 3 News	530-6pm		:30			NM	5	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$470.00			
11	3	10/08/12	10/14/12	Newschannel 3 News	6-630pm		:30			NM	5	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$590.00			
12	3	10/08/12	10/14/12	The Insider	730p-8pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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565467 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/14/12	Kaine for Senate 2012	

Advertiser	Original Date / Revision
Kaine/D/Senate	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$485.00			
13	3	10/08/12	10/14/12	NCIS	8-9pm		:30			NM	1	\$4,705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$4,705.00			
14	3	10/08/12	10/14/12	Wednesday Prime	9-10pm		:30			NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,550.00			
E 15	3	10/08/12	10/14/12	Friday Prime	8-9pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$980.00			
16	3	10/08/12	10/14/12	Saturday Prime	10-11pm		:30			NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$455.00			
17	3	10/08/12	10/14/12	Sunday Prime	10-11pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$1,680.00			
E 18	3	10/08/12	10/14/12	Late News (M-F)	11-1135p		:30			NM	5	\$3,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$755.00			
19	3	10/08/12	10/14/12	Late News (Sa-Su)	11-1135p		:30			NM	3	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----SS				3	\$295.00			
20	3	10/08/12	10/14/12	Late Night with David Letterman	1135pm-1235am		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W-F--				2	\$165.00			
21	3	10/08/12	10/14/12	Price Is Right	11am-12n		:30			NM	3	\$1,695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-W-F--				3	\$565.00			
Totals											60	\$29,270.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	60	\$29,270.00	\$24,879.50
Totals	60	\$29,270.00	\$24,879.50

Signature: _____ Date: _____

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